

Ref #	Hits	Search Query	DBs	Default Operat or	Plura ls	Time Stamp
L1	34	auctions same (bidders or users) same (promot\$3 or advertise or invit\$3)	US-PGP UB; USPAT; EPO; JPO; DERWEN T	OR	OFF	2005/03/02 16:02
L2	253	(multiple or plurality or several) near4 auctions	US-PGP UB; USPAT; EPO; JPO; DERWEN T	OR	OFF	2005/03/02 16:03
L3	39782	(identif\$4 or determin\$4 or select\$4 or filter\$5 or screen\$4) near4 (users or customers or bidders)	US-PGP UB; USPAT; EPO; JPO; DERWEN T	OR	OFF	2005/03/02 16:05
L4	18	2 same 3	US-PGP UB; USPAT; EPO; JPO; DERWEN T	OR	OFF	2005/03/02 16:05

in  
References, Both search results fully reviewed  
abstract + summary of invention. 3/2/05

091742,273

? show files; ds; t s8/3,k/1-3

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 File 634:San Jose Mercury Jun 1985-2005/Mar 01  
 (c) 2005 San Jose Mercury News  
 File 148:Gale Group Trade & Industry DB 1976-2005/Mar 02  
 (c)2005 The Gale Group  
 File 20:Dialog Global Reporter 1997-2005/Mar 02  
 (c) 2005 The Dialog Corp.

Set	Items	Description
S1	306	(DETERMINE? OR TARGET? OR SELECT?) (4N) ((POTENTIAL OR PROS- PECTIVE) (2W) BIDDERS)
S2	12	AUCTIONS (S) S1
S3	6	RD S2 (unique items)
S4	388	(DETERMINE? OR TARGET? OR SELECT?) (4N) ((POTENTIAL OR PROS- PECTIVE) (2W) BIDDERS)
S5	12	S4 (S) AUCTIONS
S6	6	RD S5 (unique items)
S7	0	S6 AND PY,2000
S8	3	S6 AND PY < 2000

*considered Kwik  
highlighted  
text*

8/3,K/1 (Item 1 from file: 636)  
 DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
 (c) 2005 The Gale Group. All rts. reserv.

03522370 Supplier Number: 47274396 (USE FORMAT 7 FOR FULLTEXT)  
 MCCAIN TO INTRODUCE SPECTRUM BILL SOON; WILL HOLD HEARING APRIL 22  
 Washington Telecom News, v5, n14, pN/A  
 April 7, 1997  
 Language: English Record Type: Fulltext  
 Document Type: Magazine/Journal; Trade  
 Word Count: 337

... LMDS).

The mock-up also proposes additional rules to "establish order, regularity and method to **auctions** themselves," Belvin said. One proposal on the table is to require the FCC to wait at least 18 months after spectrum allocation before holding an auction. This will give **potential bidders** ample time to **determine** what equipment is available, as well as to decide what services to offer and at...

19970407

8/3,K/2 (Item 2 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2005 The Gale Group. All rts. reserv.

03522120 Supplier Number: 47273305 (USE FORMAT 7 FOR FULLTEXT)  
SPECTRUM BILL, PART II  
Land Mobile Radio News, v51, n14, pN/A  
April 4, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 277

... services.

The mock-up also proposes additional rules to "establish order, regularity and method to **auctions** themselves," Belvin said. One proposal on the table is to require the FCC to wait at least 18 months after spectrum allocation before holding an auction. This will give **potential bidders** ample time to **determine** what equipment is available, as well as to decide what services to offer and at what...

19970404

8/3,K/3 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

04535037 SUPPLIER NUMBER: 08253200 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
OCS leasing policy and lease prices. (Outer Continental Shelf)  
Moody, C.E., Jr.; Kruvant, W.J.  
Land Economics, v66, n1, p30(10)  
Feb, 1990  
ISSN: 0023-7639 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 5276 LINE COUNT: 00424

... the auctions were organized according to a set of procedures known as "nomination and tract **selection**." Under these rules, **potential bidders** would nominate tracts of land that they wanted to bid on. The Minerals Management Service...

19900200

?

? show files; ds; t s8/3,k/1-3

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S3	6	RD S2 (unique items)
S4	388	(DETERMINE? OR TARGET? OR SELECT?) (4N) ((POTENTIAL OR PROS- PECTIVE) (2W) BIDDERS)
S5	12	S4 (S) AUCTIONS
S6	6	RD S5 (unique items)
S7	0	<del>S6 AND PY, 2000</del>
S8	3	S6 AND PY < 2000

*considered*

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03522370 Supplier Number: 47274396 (USE FORMAT 7 FOR FULLTEXT)  
 MCCAIN TO INTRODUCE SPECTRUM BILL SOON; WILL HOLD HEARING APRIL 22  
 Washington Telecom News, v5, n14, pN/A  
 April 7, 1997  
 Language: English Record Type: Fulltext  
 Document Type: Magazine/Journal; Trade  
 Word Count: 337

Set	Items	Description
S1	1050	MARKETING (5W) LIFE
S2	329	FORMER (W) CUSTOMERS
S3	0	S1 (S) S2
S4	1	S1 AND S2
S5	223	(DONATION) (S) (CAMPAIGN)
S6	0	S5 AND (TARGET\$) (10W) (DONOR)
S7	0	S5 AND (TARGET?) (10W) (DONOR)
S8	1	S5 AND (TARGET?) (10W) (DONORS OR GIVERS)
S9	13	(PREVIOUSLY) (5N) (DONATED)
2		

Donation Campaign

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 (c)2005 The Gale Group  
 File 20:Dialog Global Reporter 1997-2005/Mar 03  
 (c) 2005 The Dialog Corp.

Set	Items	Description
S1	641	(PREVIOUS OR FORMER) (W) (BIDDERS OR CONSUMERS OR PURCHASE- RS)
S2	8271	(PREVIOUS OR FORMER) (W) (BIDDERS OR CONSUMERS OR PURCHASE- RS OR CUSTOMERS)
S3	0	S3 (S) (TARGET?)
S4	300	S2 (S) (TARGET?)
S5	21	S4 (S) (SALE OR PROMOTION OR AUCTION)
S6	20	RD S5 (unique items)
S7	10	S6 AND PY<2000
?		

*considered*

*3/1/05*

File 344:Chinese Patents Abs Aug 1985-2004/May  
          (c) 2004 European Patent Office  
 File 347:JAPIO Nov 1976-2004/Oct(Updated 050209)  
          (c) 2005 JPO & JAPIO  
 File 350:Derwent WPIX 1963-2005/UD,UM &UP=200514  
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 (c) 2005 The Dialog Corp.  
 File 139:EconLit 1969-2005/Feb  
 (c) 2005 American Economic Association

Set	Items	Description
S1	784077	(AUCTION? OR DUTCHAUTION? OR (DUTCH OR REVERSE OR ENGLISH- )()AUCTION?)
S2	5276	(REGISTERED OR (SIGN OR SIGNING OR SIGNED)()UP? ? OR MEMBE- R?) (5N)BIDDER?
S3	1875460	((REGISTERED OR (SIGN OR SIGNING OR SIGNED)()UP? ? OR MEMB- ER?) (5N)(CLIENT? OR CUSTOMER? OR USER OR USERS OR CONSUMER?) - OR SUBSCRIBER?)
S4	83	(NON() (REPEATER? OR BUYER? OR PURCHASER? OR BIDDER? OR RET- URNING) (5N) (TARGET? OR DISTINGUISH? OR ASSESS? OR IDENTIF? OR SELECT? OR MARKETING))
S5	139602	AMAZON()COM OR "AMAZON.COM"
S6	786920	S1 OR S2
S7	1712	S6(5N) (S3 OR S4)
S8	1082	S7 NOT PY>2000
S9	564	RD (unique items)
S10	4	S9 NOT AUCTION?
S11	8	S9(8N)S5
S12	8	RD (unique items)
S13	73	S4 NOT RETURNING
S14	49	S13 NOT PY>2000
S15	34	RD (unique items)
S16	7	S4 AND S5
S17	6	S16 NOT PY>2000
S18	2	RD (unique items)
S19	0	S2 AND S4
S20	11	S3 AND S4
S21	5	S20 NOT PY>2000
S22	4	RD (unique items)

*considered KWC*



File 344:Chinese Patents Abs Aug 1985-2004/May  
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S4	83	(NON() (REPEATER? OR BUYER? OR PURCHASER? OR BIDDER? OR RET- URNING) (5N) (TARGET? OR DISTINGUISH? OR ASSESS? OR IDENTIF? OR SELECT? OR MARKETING))
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S9	564	RD (unique items)
S10	4	S9 NOT AUCTION?
S11	8	S9(8N)S5
S12	8	RD (unique items)
S13	73	S4 NOT RETURNING
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S18	2	RD (unique items)
S19	0	S2 AND S4
S20	11	S3 AND S4
S21	5	S20 NOT PY>2000
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*Amended KWC*

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File 100:Market Guide Company Financials 2005/Feb 28  
(c) 2005 Market Guide

Set	Items	Description
S1	137021	(PAST OR PREVIOUS OR FORMER) (5N) (CLIENT? OR CUSTOMER? OR S-

SUBSCRIBER? OR BIDDER? OR BUYER? OR PURCHASER? OR SHOPPER?)  
 S2 28183071 (TARGET? OR DISTINGUISH? OR IDENTIF? OR SELECT? OR MARKETI-  
 NG)  
 S3 4042 S1(5N)S2  
 S4 1858 S3 NOT (CLIENT? OR RECORD?)  
 S5 1073 S4 NOT PY>2000  
 S6 863 RD (unique items)  
 S7 2882 S1(3N)S2  
 S8 1328 S7 NOT (CLIENT? OR RECORD?)  
 S9 771 S8 NOT PY>2000  
 S10 623 RD (unique items)  
 S11 58504 (PAST OR PREVIOUS OR FORMER) (3N) (CUSTOMER? OR BIDDER? OR B-  
 UYER? OR PURCHASER? OR SHOPPER?)  
 S12 1288 S11(3N) (TARGET? OR DISTINGUISH? OR IDENTIF? OR SELECT? OR -  
 MARKETING)  
 S13 604 S12 NOT (DISTINGUISH? OR IDENTIF? OR SELECT?)  
 S14 6 TARGET() PREVIOUS() (CUSTOMER? OR BIDDER? OR BUYER? OR PURCH-  
 ASER? OR SHOPPER?)  
 S15 5 RD (unique items)  
 S16 16 TARGET?() PREVIOUS() (CUSTOMER? OR BIDDER? OR BUYER? OR PURC-  
 HASER? OR SHOPPER?)  
 S17 14 S16 NOT S5  
 S18 8 RD (unique items)  
 S19 9 (DISTINGUISH? OR IDENTIF? OR MARKET?) () (PAST OR PREVIOUS OR  
 FORMER) () (CUSTOMER? OR BIDDER? OR BUYER? OR PURCHASER? OR SH-  
 OPPER?)  
 S20 9 S19 NOT (S15 OR S18)  
 S21 7 RD (unique items)

*consider kunic*

Dialog NPL search 09/742273

Set	Items	Description
S1	700	(PREVIOUSLY) (5N) (DONATED)
S2	24	S1 AND (FAILED OR SHOW(W)UP OR ("NOT" (W) DONATED))
S3	22	RD S2 (unique items)
S4	8	S2 AND PY<2000
S5	75565	(PREVIOUS?) (5N) (BID? OR PURCHAS?)
S6	3035	S5 (S) (TARGET? OR FOCUS? OR AIM?)
S7	762	S5 (10N) (TARGET? OR FOCUS? OR AIM?)
S8	4662753	(AUCTION OR SALE)
S9	56	S7 (S) S8
S10	31	RD S9 (unique items)
S11	14	S10 AND PY<2000
S12	8056	(PREVIOUS OR FORMER) (W) (BIDDERS OR CONSUMERS OR CUSTOMER- S)
S13	285	S12 (S) TARGET?
S14	21	S13 (S) (SALE OR PROMOTION OR AUCTION)
S15	20	RD S14 (unique items)
S16	10	S15 AND PY<2000
?		

considered KWIC

and 7

3/3/05



Set	Items	Description
S1	11836	(BIDDERS OR CONSUMERS OR PURCHASERS OR BUYERS) (20N) (NON- <u>U</u> ) <u>REPEAT OR REPEAT</u>
S2	2505	S1 AND (SALE OR AUCTION)
S3	432	S1 (S) (SALE OR AUCTION)
S4	300	RD S3 (unique items)
S5	135	S4 AND PY<2000
S6	0	S5 AND (TARGET? OR PROMOT?) (10N) (?REPEAT)
S7	17	S5 AND (TARGET)
S8	24706	(TARGET? OR PROMOT? OR ADVERTIS?) (S) (CONSUMERS OR PURCHASERS OR BUYERS OR BIDDERS) (S) (SALE OR AUCTION)
S9	0	S8 AND (NON-REPEAT) (2W) (CUSTOMERS OR PURCHASERS OR BUYERS OR CONSUMERS)
S10	0	S8 AND (NON(W)REPEAT) (2W) (CUSTOMERS OR PURCHASERS OR BUYERS OR CONSUMERS)
S11	111	S8 AND (REPEAT) (2W) (CUSTOMERS OR PURCHASERS OR BUYERS OR CONSUMERS)
S12	79	RD S11 (unique items)
S13	40	S12 AND PY<2000
?		

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3/2/05

2647822 Supplier Number: 02647822 (THIS IS THE FULLTEXT)  
Amethyst targets grey for charity  
(Amethyst plans first targeted marketing effort that is intended to  
position the grey market; Amethyst is financial services concern with  
core product, CHARIplan)  
Precision Marketing, p 5  
November 15, 1999  
WORD COUNT: 231

TEXT:

Fledgling financial services provider, Amethyst is gearing up for its first targeted marketing drive designed to bring on board a major slice of the grey market to its product range.

The programme kicks off with a series of targeted mailings to retired consumers promoting Amethyst's core product, CHARIplan.

The product allows those who may be planning to leave a legacy to charity to invest it in a life assurance plan on their retirement so it will provide a larger lump sum to the chosen charity when they die. Amethyst has established relationships with several as yet unnamed charities to use their databases to market the product.

Mailings are also going out to cold lists of grey consumers who have **previously donated** large sums to charity. Direct mail will be accompanied by off-the page ads in the national press and specialist charity titles.

"Legacies are extremely important to charitable organisations in the UK and some rely on them for over 50 per cent of their total annual income. We believe CHARIplan can make a significant contribution to the funding of charities," says Nick Hockney, Amethyst founding director.

Names generated through the initial campaign will form the basis of Amethyst's first database which will be used to cross-sell further products due to be launched in the near future.

outside the box has handled the company and product launch including creative and database work.

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7/9,K/7 (Item 1 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01582418

Riunite fights back with fruity wine trio.  
CRAIN'S NEW YORK BUSINESS March 2, 1987 p. 91

Villa Banfi USA (old Brookville, New York) has introduced a line of fruit-flavored, non-carbonated, wine beverages. The company, which distributes Riunite wine in the US, has developed the product in an effort to attract **previous customers**, which it lost to wine coolers, and to improve its sales of traditional Riunite wine. The new products include Riunite Natural Peach, Royal Raspberry and Sunny Apple. The company is **targeting** the wine cooler market for the new beverages. In 1986 the **sale** of wine coolers increased 55% vs 1985. Riunite sales account for 80% of Villa Banfi's sales which total \$200-225 mil/yr. In 1985 the company's sales of Riunite wine dropped after it was forced to recall some of its wines. In 1986 the company's Riunite brand was affected by a methanol scare which affected all Italian wines. The company will spend \$20-25 mil/yr on advertising, with a large portion of that budget going toward the new product. The company will also reposition its traditional wines.

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3-6-05

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Set	Items	Description
S1	19	CUSTOMERS (10N) (DROPPED (W) OUT) (S) (SALE OR SALES OR
AU-		CTION OR EVENT)
S2	11	S1 AND PY<2000
S3	7	(OCCASIONAL OR INFREQUENT) (5N) ((PREVIOUS OR FORMER)
		(5N)
		(CUSTOMERS OR PURCHASERS OR BUYERS) (S) (MARKET? OR
TARGET?))		
S4	0	S3 AND PY<2000